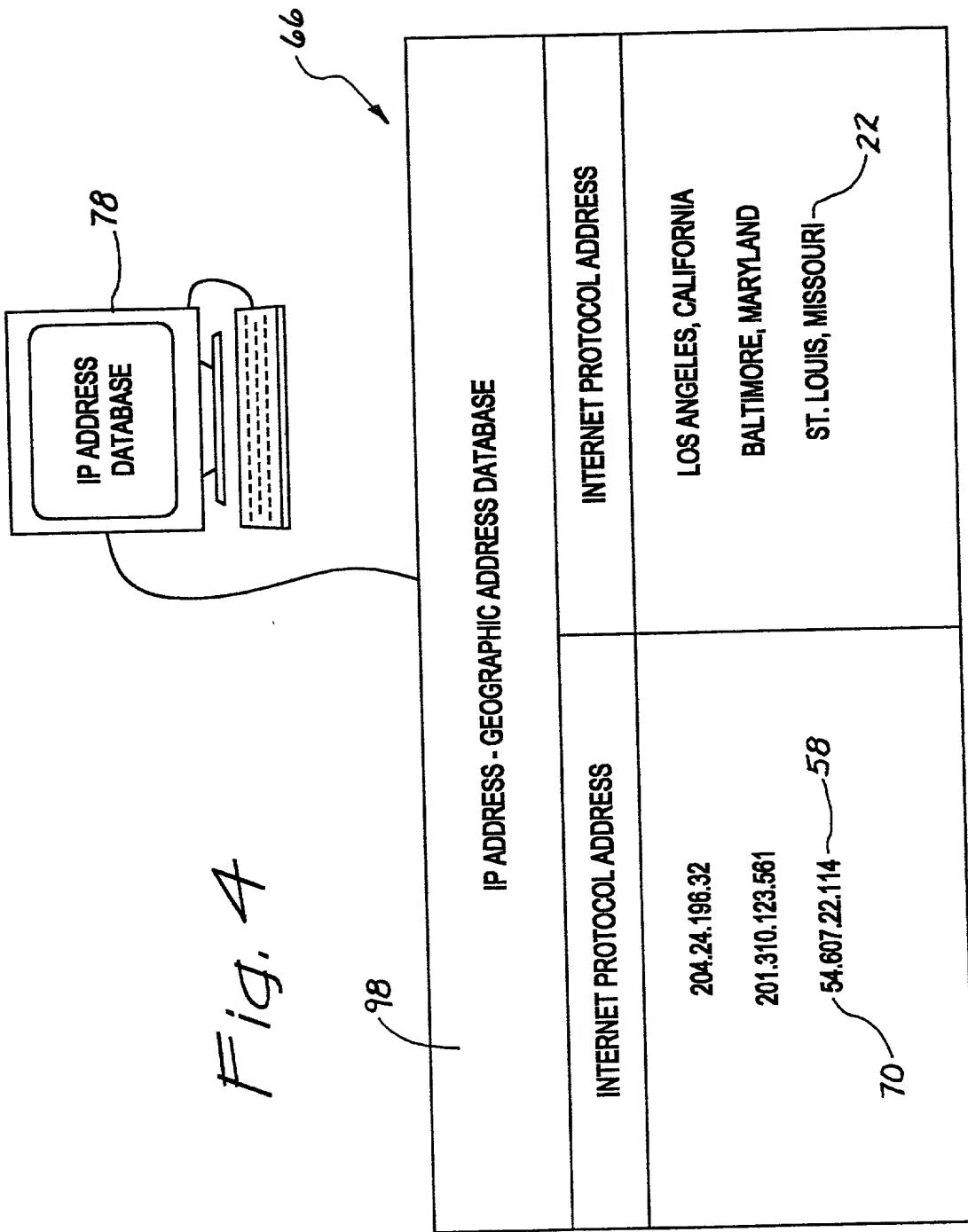


*Fig. 4*



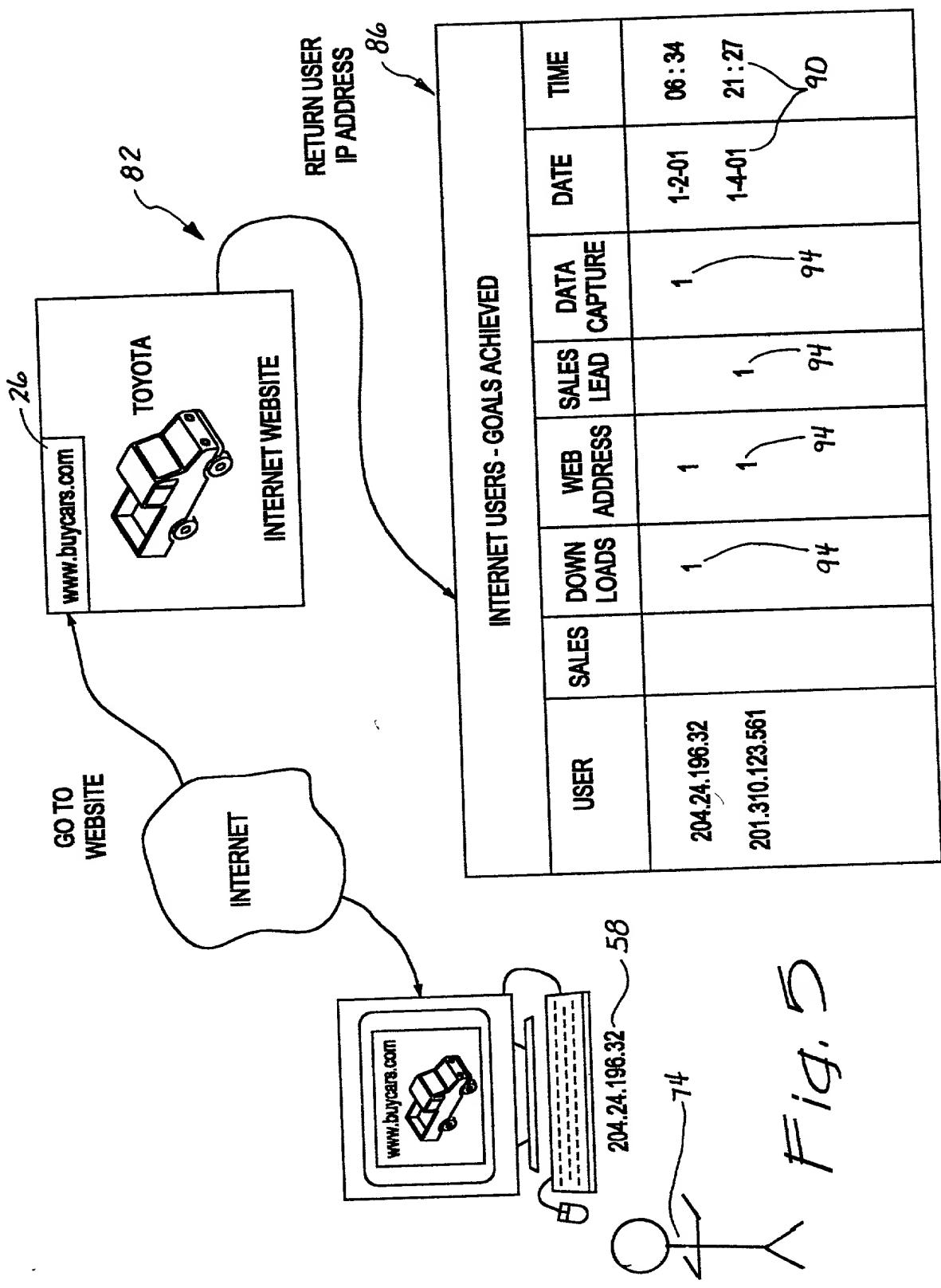


Fig. 5

110

### MEDIA PURCHASE EFFECTIVENESS REPORT

TOYOTA - www.buyacars.com

MEDIA TYPE	MEDIA NAME	GEOGRAPHIC AREA	START DATE	END DATE	RESIDUAL DATE	INTERNET TRAFFIC (HTTS)	SALES	DOWN LOADS
NEWSPAPER	LA TIMES	LOS ANGELES	JAN. 1, 01	JAN. 4, 01	FEB. 4, 01	23,417	34	1,462
TELEVISION	KCLA-TV	LOS ANGELES	MAR. 1, 01	MAR. 7, 01	APR. 7, 01	56,228	127	2,246

WEB ADDRESS	SALES LEADS	DATA CAPTURE	DEALER LOCATIONS	VIEW TEXT	VIEW IMAGES
3,667	465	2,165	1,663	3,415	8,617
5,410	793	3,218	2,415	6,783	12,449
138	94	42	148	156	152
144					

Fig. 6

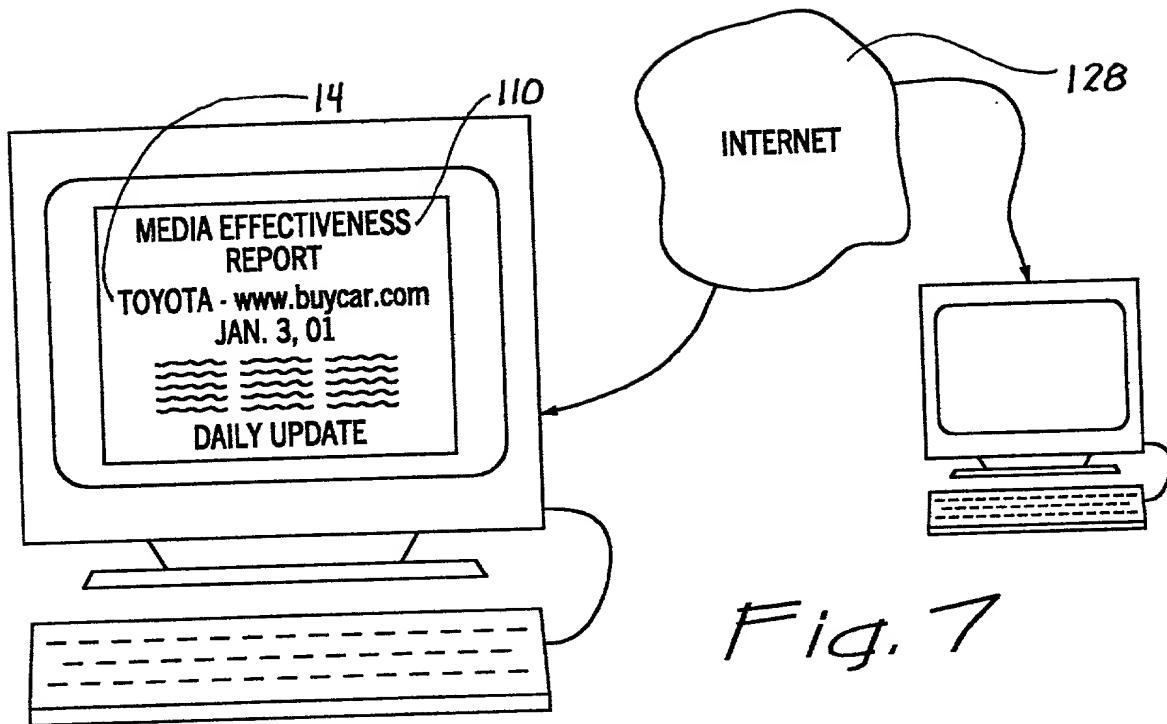


Fig. 7

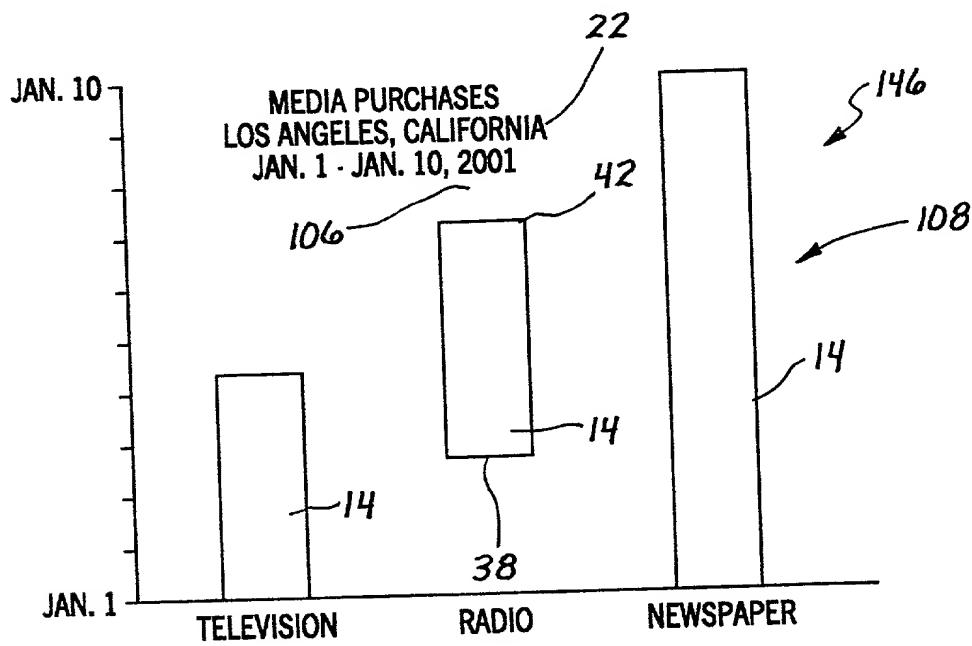


Fig. 8

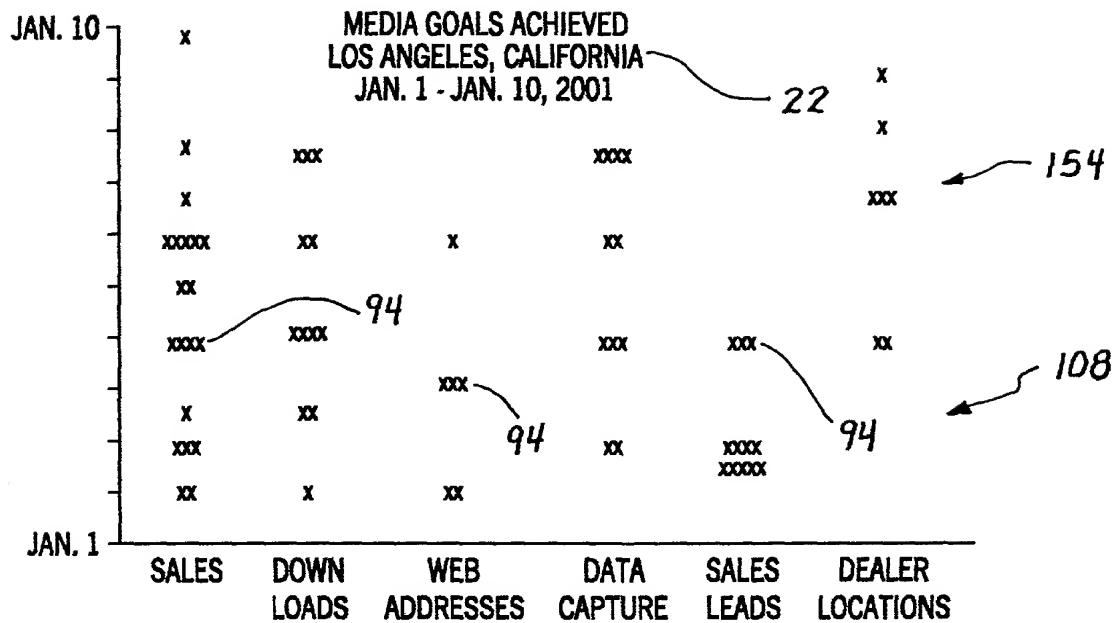


Fig. 9

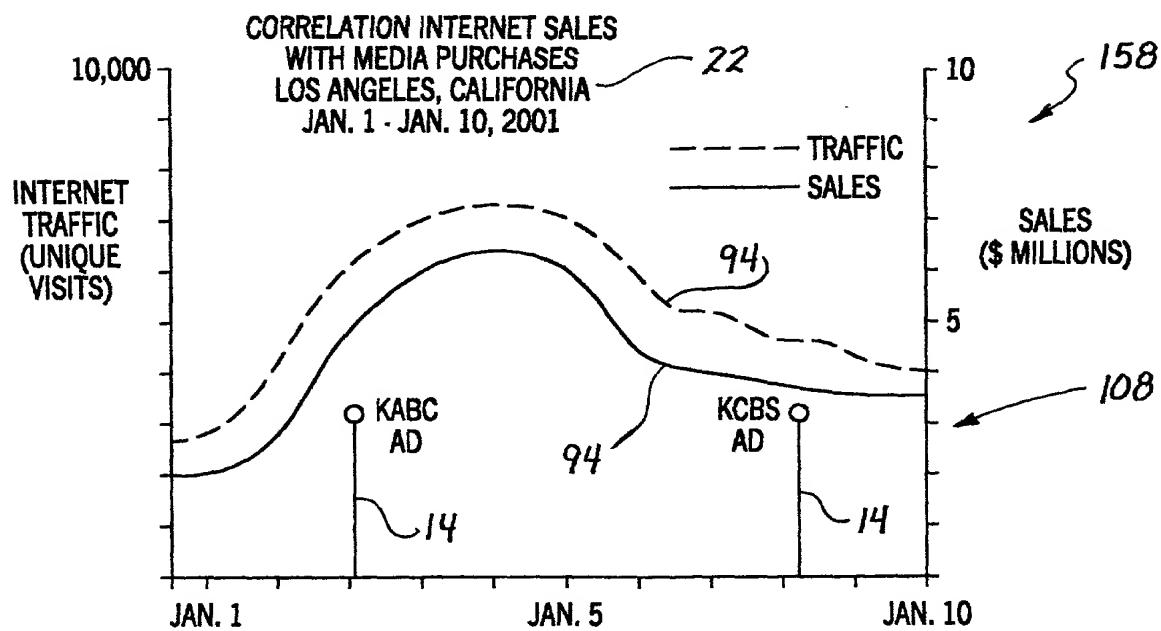


Fig. 10

**BASELINE REPORT**  
**MEDIA GOALS ACHIEVED**  
**DEC. 1 - DEC. 31, 2000**  
**LOS ANGELES, CALIFORNIA**  
**NO MEDIA PURCHASE**

SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
62	215	3,460	3,058	267	395

*Fig. 11*

**MEDIA GOALS ACHIEVED**  
**JAN. 1 - JAN. 31, 2001**  
**LOS ANGELES, CALIFORNIA**  
**KCLA - TV MEDIA PURCHASE**  
**JAN. 1 - JAN. 4, 2001**

SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
62	215	3,460	3,058	267	395

*Fig. 12*

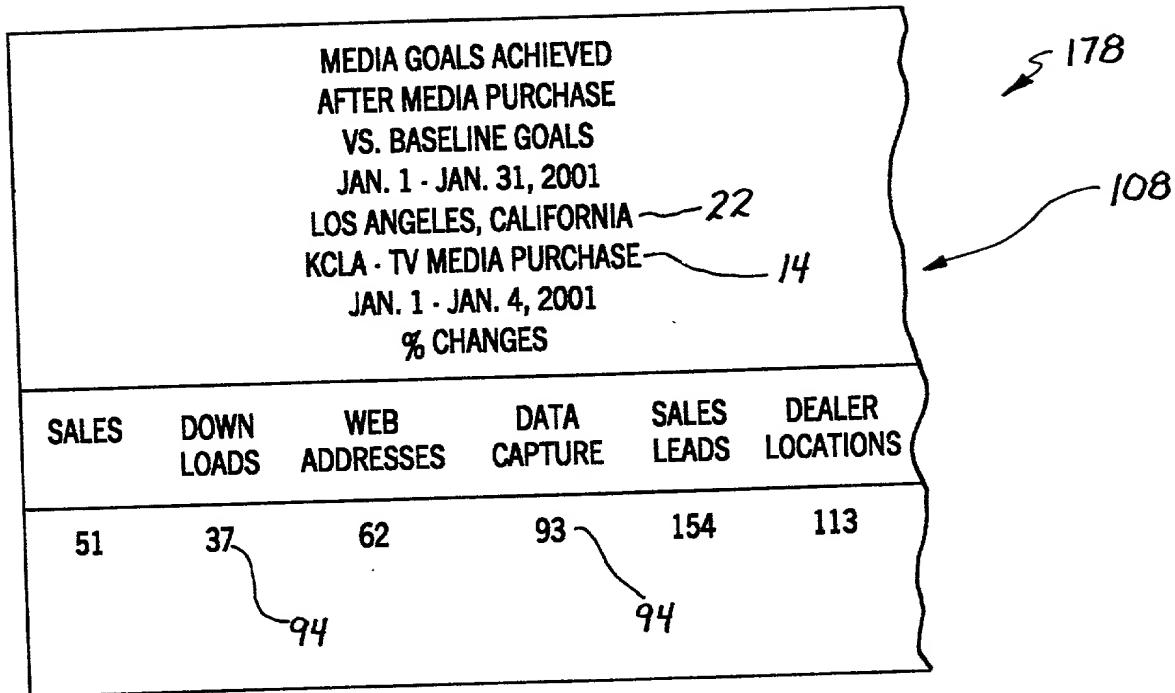


Fig. 13

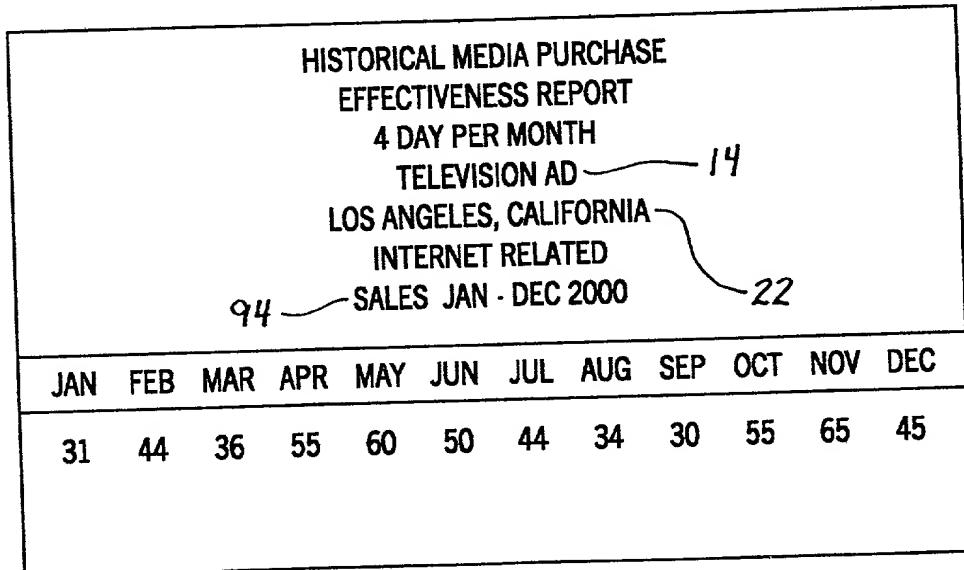


Fig. 14

CURRENT YEAR INTERNET  
RELATED SALES VS.  
LAST YEAR - % CHANGE

4 DAY PER MONTH

TELEVISION AD

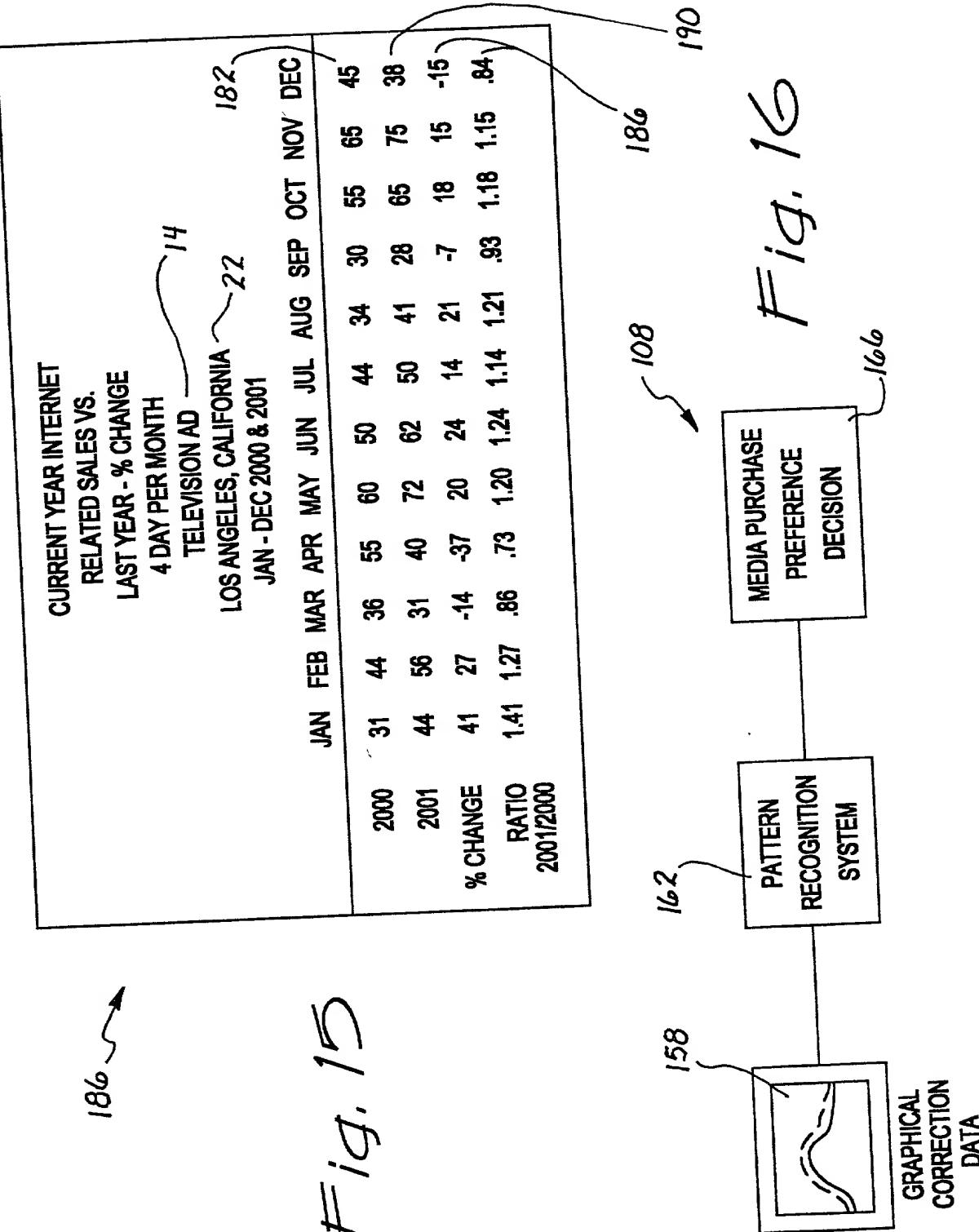
LOS ANGELES, CALIFORNIA

JAN - DEC 2000 & 2001

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

	2000	31	44	36	55	60	50	44	34	30	55	65	45
	2001	44	56	31	40	72	62	50	41	28	65	75	38
% CHANGE		41	27	-14	-37	20	24	14	21	7	18	15	-15
RATIO	2001/2000	1.41	1.27	.86	.73	1.20	1.24	1.14	1.21	.93	1.18	1.15	.84

Fig. 15



**CLIENT STATISTICS**

[RETURN TO ADMIN](#)

START DATE:  /  /  END DATE:  /  /

**GENERATE STATS**

From 07/01/2001 to 07/31/2001 All Clients

CLIENT	UNIQUE VISITS	SALES	CONVERSION	TOTAL
Power90	36302	2778	7.65%	186710.38

38

42

94

94

Fig. 17

### DMA STATISTICS FOR POWER90

RETURN TO ADMIN

START DATE: 07 / 01 / 2001      END DATE: 07 / 31 / 2001

**GENERATE STATS**

		Power90 From 07/01/2001 to 07/31/2001				
DMA	STATED GEOGRAPHIC LOCATION	STATION	UNIQUE VISITS	SALES	CONVERSION	TOTAL
<u>500</u>	PORLAND-AUBURN	WPME - 07/14 11:30	70	9	12.86%	300.85
		WPXN - 07/05 11:00	94	94		
		WWOR - 07/07 11:00				
<u>501</u>	NEW YORK	WPXN - 07/12 10:30	2485	161	6.48%	10170.35
		WPXN - 07/14 10:30				
<u>502</u>	BINGHAMTON		37	1	2.70%	74.80
<u>503</u>	MACON		30	3	10.00%	85.65
		WPSG - 07/01 09:00				
		WPHL - 07/06 04:00				
		WPSG - 07/08 09:00				
<u>504</u>	PHILADELPHIA	823	70	8.51%	4579.70	
		WPHL - 07/09 04:00				
		WPSG - 07/14 10:00				
		WPSG - 07/15				

Fig. 18

**DAILY DMA STATISTICS FOR POWER90 DMA 500**

[RETURN TO ADMIN](#)

START DATE: [07] / [01] / [2001] END DATE: [07] / [31] / [2001]

42

38

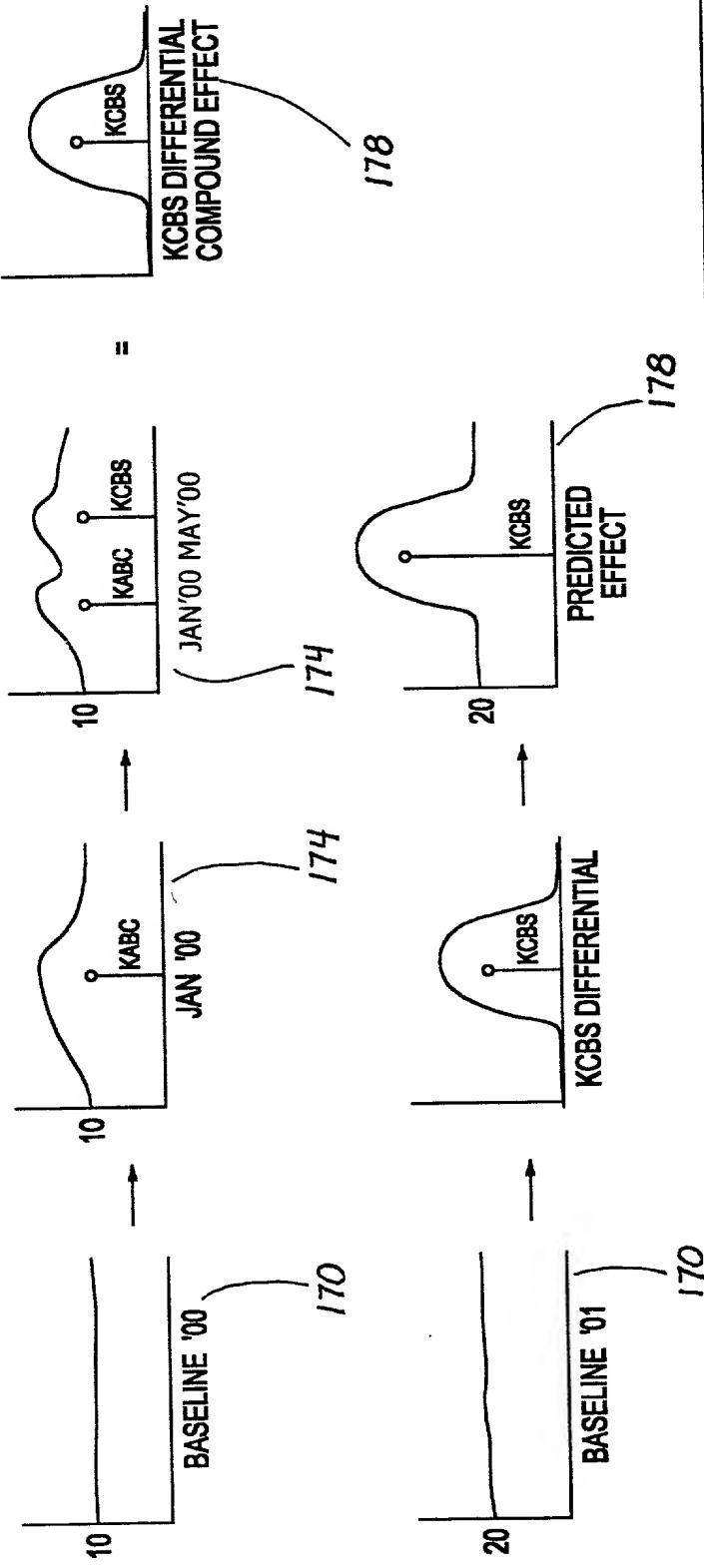
**GENERATE STATS**

Power90 DMA 500 From 07/01/2001 to 07/31/2001

DATE	STATION	UNIQUE VISITS	SALES	CONVERSION	TOTAL	
07/01/2001		2	0	0.00%	0.00	
07/02/2001		2	0	0.00%	0.00	
07/03/2001		3	94	94	0.00%	0.00
07/04/2001		3	1	33.33%	24.90	
07/05/2001		4	0	0.00%	0.00	
07/06/2001		2	0	0.00%	0.00	
07/07/2001		5	2	40.00%	110.65	
07/08/2001		3	0	0.00%	0.00	
07/09/2001		7	2	28.57%	54.75	
07/10/2001		9	1	11.11%	24.90	
07/11/2001		6	1	16.67%	24.90	
07/12/2001		6	1	16.67%	24.90	
07/13/2001		1	0	0.00%	0.00	
07/14/2001	WPME - 11:30	2	0	0.00%	0.00	
07/15/2001		1	0	0.00%	0.00	
07/16/2001		4	0	0.00%	0.00	
07/17/2001		3	0	0.00%	0.00	
07/18/2001		2	1	50.00%	35.85	
07/19/2001		2	0	0.00%	0.00	
07/20/2001		1	0	0.00%	0.00	
07/21/2001		2	0	0.00%	0.00	
07/22/2001		0	0	0%	0.00	
07/23/2001		0	0	0%	0.00	
07/24/2001		0	0	0%	0.00	
07/25/2001		0	0	0%	0.00	
07/26/2001		0	0	0%	0.00	
07/27/2001		0	0	0%	0.00	

*Fig. 19*

**COMPUTED AND  
PREDICTED EFFECTS  
OF MEDIA PURCHASES  
TELEVISION ADS  
2000 & 2001**



*Fig. 20*